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Rosebud Floral Co.

351 N. Burgess Ave.

Columbus 4, Ohio

RAndolph 7671

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Growers Of

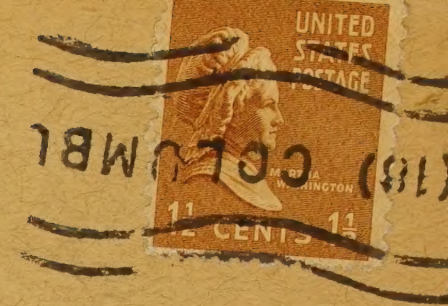
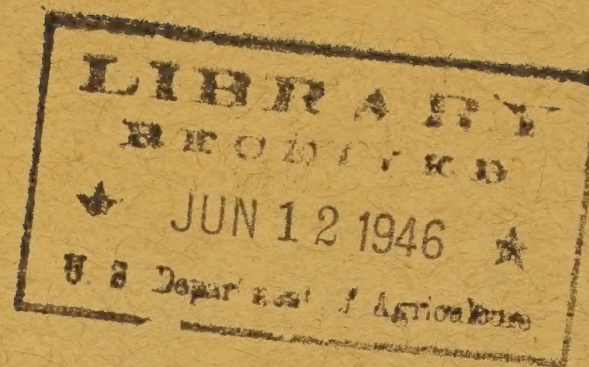
The Best In The Newer Varieties

Of Hardy Perennials



1946 WHOLESALE LIST

Hardy Chrysanthemums



To

Library,
U. S. Dept of Agriculture,
Washington 25, D.C

Our Own Introductions

of Extra Early Flowering Varieties

The following varieties which we have developed are extra early flowering, have intense coloring, and except for those varieties marked dwarf, have stem length for cutting unusual in early varieties. All bloom in September, and have been the outstanding attraction in Hardy Mums the past two years at the Columbus Flower Show. To those who have tried our varieties introduced in 1944 and 1945 no further introduction is necessary. These varieties will add to your display, and in parts of the country where frosts come early will be the type you have been looking for.

1946 Introductions

GOLD—A large 4 inch double flower of pure gold. Strong 30 inch stems, blooming Sept. 20th. An ideal cut flower. Much admired at the flower show.

JANET—A beautiful shade of rosy gold. 3 inch double incurved flowers from August till frost. Foliage fernlike. Plant dwarf and spreading, masses of bloom, the first bloom lasting in good condition all fall. Grows 20 inches.

KATHLEEN—A bright maroon red pompom, on upright 30 inch stems. An ideal cut flower blooming Sept. 1st. This is our earliest double red.

MARGARET ANN—A deep rose pink of unusual merit. 3 inch flowers on 28 inch sturdy stems. Blooms Sept. 15th, good early cut flower.

ORIENTAL GLORY—Brilliant double oriental red. Petals somewhat pointed. 3 inch flowers on strong 30 inch stems. This variety has a brilliance surpassing all reds. Fine cut flower. Blooms Sept. 25th.

Rooted Cuttings 10 for \$3.00; 100 for \$25; 2½ in pots, 10 for \$4; 100 for \$35

1945 Introductions

CHRIS COLUMBUS — A new white pompom with yellow buds. Created a sensation at Columbus Flower Show where it was named by Mayor James Rhodes. This is a cut flower variety blooming Sept. 15. Strong, sturdy 30 inch stems. A long awaited variety that will compete with cloth grown stock. Super Hardy.

PURPLE CUSHION—A new addition to the cushion family. Blooms in Aug. Deep purple red blooms. Height 15 inches. One of the first to bloom. Very Hardy.

GOLDEN ROSE—An old rose overlaid gold. Blooms 3 inches, height 26 inches. Abundant producer. One plant will produce two or more cut flower bunches. A new color in Hardy mums.

Rooted Cuttings 10 for \$2.50; 100 for \$20; 2½ in pots, 10 for \$3.50;
100 for \$30

1944 Introductions

AUTUMN SUNLIGHT—An intense golden yellow shading to a bright yellow at tips of petals. The most brilliant yellow we grow. Fully double $2\frac{1}{2}$ inch flowers on 30 inch stems. Blooms Sept. 15th. If you need a deep yellow, try this one.

TINTS OF FALL—A fine dwarf edging variety. Yellow spotted and streaked with red and bronze. 2 inch flowers cover the sturdy bushy plant from Sept. 5th on. Grows 8 to 10 inches tall and spreads to 15 inches. We used this to edge our planting at the flower show last two years.

Rooted Cuttings 10—\$2; 100—\$15; $2\frac{1}{2}$ pots 10—\$3; 100—\$25.

Special collection offer. 5 each of all 10 new varieties \$12.50; 10 each of all 10 varieties \$20.

University of Chicago Mums

BARBARA SMALL—A beautiful fully double lavender pink with darker center. Blooms Sept. 20th. Flowers $2\frac{1}{2}$ inches on upright stems.

HARBINGER—A primrose yellow with bronze shadings. Large double 3 inch flowers on 28 inch stems. Blooms September on.

POLAR ICE—A clear glistening white without the cream cast. Petals broad overlapping and twisted. 3 inch flowers on 24 inch stems.

ROBERT BRYDEN—Fully double domed shaped flowers of garnet red. A new distinct color. Bushy cushion habit. Blooms Sept. 15 on.

OLIVE LONGLAND—Tall free flowering plant covered with a combination of warm bronze and primrose yellow. Blooms early September. Flowers 3 inches on 30 inch stems.

Rooted Cuttings 10 for \$2.50 100 for \$15.00

University of Minnesota Mums

For extreme hardiness and early flowering to meet the rugged conditions of northern climates, these varieties listed below will be found to be ideal. Several have outstanding colors, and form that makes them some of the best on the market today.

BOREAS—A very early flowering white, of dwarf habit, fully double.

CHIPPEWA—This is one of the best mums we have listed. A very large lavender purple with incurved blooms, early flowering and in great demand.

RED GOLD—A beautiful bronze red pompom $1\frac{1}{2}$ inch blooms, August flowering and does not fade in the hot sun, and lasts until late flowers are thru.

DULUTH—A fine large lemon yellow, blooming in Aug. Double.

Rooted Cuttings 10 for \$2.50 100 for \$15.00

NEW GIANT HARDY MUMS

New Early Flowering Hardy English Chrysanthemums

Be the first to grow these mums

The early English Chrysanthemums are a new race of Chrysanthemums. They originated in England. Some of the West Coast Canadian growers first imported them from England. Then several growers started growing them in the State of Washington. We secured our stock from one of these growers. They are equal in hardiness with any garden chrysanthemum and they are rated so far superior to the old garden chrysanthemums that there is no comparison.

This new race of Chrysanthemums are all early flowering.

These new Chrysanthemums are much larger than ordinary garden varieties. They are like the greenhouse Mums. Many have incurved petals and are very solid. They should be disbudded same way florists do the large mums, to 8 to 12 blooms to the plant, and it is almost unbelievable the lovely flowers you can raise and the immense size of the blooms.

We have had considerable correspondence in regard to growing these English mums. We have found that early planting of the plants or divisions by June 1st in our locality, pinching the tops out after they reach a height of 6 to 8 inches, and disbudding down to 8 to 12 blooms per plant make them bloom much earlier and give those immense flowers, on good sturdy stems. We have found these mums hardy here in Ohio, without protection, and feel they are as hardy as any of the regular garden Chrysanthemums.

ADORATION—Large spreading flower of pink on cream ground; a real beauty. 6 to 8 large blooms, 6 inches across.

ALABASTER — A very early white flower, solid, 5 inches across, slightly incurved; small foliage.

ALCADE—A showy bright orange crimson. Reverse of petals bright golden yellow. Center of flower Old Gold. Wiry stems. September.

ALEXANDER MASON—Rich buttercup yellow, large 6 inch perfectly incurved bloom of perfect form on strong stems.

ALPINK—Deep rose pink variety of good size, grown on nice stiff stems. Sept.

ASSURANCE—Chestnut with bronze reverse, flowers 4 to 5 inches across. A good cropper and a good keeper. Sept.

AVONDALE WHITE—A cream white with incurved petals. An unusually good variety for September cutting.

BALCOMBE GOLD—Bright old gold; good sized flowers. A good healthy plant, and good cropper.

BELLE MAUVE—A lovely stiff-stemmed silvery pink. It disbuds well and is also lovely grown in sprays. Gives a great wealth of cut flowers, fine for commercial cutting. Sept.

BORDER WHITE—Blooms similar to Pompom Dahlia but larger. Very free flowering. Aug., Sept.

BRONZE EARLY BUTTERCUP—A deep bronze incurve with gold buff reverse. One of the finest early flowering Chrysanthemums ever raised but must be disbudded to a dozen or 15 buds as it sets too many buds.

BRONZE FREDA—Lovely bronze salmon that is fine for cutting. Petals quilled. Blooms early and over a long season. Very frost resistant. September.

BUTTERCUP—A very large incurved golden yellow. Grand disbudded or grown in sprays. Sept.

CERISE—A lovely spray variety that grows tall on wiry stems. Blooms in the greatest profusion. A lovely rosey cerise with quilled petals. A variety that is very lovely for table decorations. Sept.

CHALLENGER—A very nice bright bronzy red with good strong stems. If disbudded makes an extra large bloom 6 inches across. Nice in sprays too. Sept.

CHARNWOOD—A beautiful rose on Mauve bloom; good stems.

CHINA GOLD—A bright golden bronze with quilled petals. One best in sprays. Has very stiff stems, quilled petals and grows very tall. Blooms later than most varieties. Good to lengthen the blooming season. Oct.

CONQUEROR—A lovely rich crimson. A variety that is very lovely either disbudded or in sprays. Will grow to 6 inches disbudded. Tall stiff stems. Does not fade. Grows 8-10 to the plant disbudded. Very popular. Sept.

COPPELIA—This is quite a new shade, a bright Indian red—very startling and does not fade with age. Fine strong stiff stems that grows lovely in sprays. One of our best sellers in both plants and cut flowers. Aug., Sept.

CRIMSON BUTTERCUP—Identical to Bronze Buttercup, except the reverse petals are crimson. These must be disbudded for those large incurved blooms. Late September.

CRIMSON SPLENDOR—A brilliant crimson. No trace of orange. A beautiful red that is different from all the rest. September.

CYRIL COLEMAN—A large bronze with gold shading. Fine disbudded. Sept.

DAILY EXPRESS—A grand large flower of terra cotta chestnut. Very weather proof. Good either disbudded or in sprays. A real beauty. Sept.

DON JUAN—Indian red. Good sturdy stems. Fine cut flower. September.

DOROTHY McGUIRE—A large flat flower of soft bronze with pointed petals. A fine market variety as it makes a great profusion of flowers on stiff erect stems. Need not be disbudded. Sept.

- EARLY ACE**—A very early golden chestnut. Incurving bloom and many of them.
- EGYPT**—A large flower of reddish amber and gold. Good cut. Strong stems. September.
- ELDORADO**—A lovely yellow with large solid blooms.
- ELITE**—A lovely soft rose pink with tips of the petals bright gold. Grows on stiff stems, and disbuds grand. Also lovely not disbudded.
- FREDA**—A beautiful bright silvery mauve-pink, very lovely for cutting. May be disbudded but equally good grown in sprays. Makes a great wealth of flowers and very resistant to frosts. One of the loveliest varieties that we have ever grown. Sept.
- GEORGE MACLEOD**—This is a sport from H. Sutcliffe; the color is similar, but the form of the flower is much better; it is slightly shorter in the petal, but the blooms come absolutely full and are a big improvement on the parent variety. Sept.
- GOLDEN GEM**—Wonderful golden yellow. Needs not be disbudded, but also good disbudded. Petals have much substance. Very good.
- GOLDEN SECURITY**—A large deep rich yellow. Incurved blooms. Petals of great width and substance. September.
- GOLD STANDARD**—Extra large deep yellow. Very early; should be disbudded some to be at its best. Can be grown to seven inches across. Broad florets and stiff stems. Never fades in the sun or rain. A must have.
- GLADIATOR**—Very rich chestnut red; one of the finest of its color yet raised. Good disbudded or in sprays. Sept.
- HILLCREST YELLOW**—An extra fine richly colored variety. Extra large flowers when disbudded, slightly incurving and of great substance. Tall stiff stems. Winner of several awards. Sept.
- HILLCREST RED**—This flower is of striking quality. Rich velvety shade of crimson scarlet with gold reverse. On long stems with good foliage. Makes a flower 6 inches across when well disbudded. Sept.
- HUNTER**—An unusual art shade of red. Large flowers with beautiful foliage. September.
- INDIANA**—Rich velvety crimson with larger center. Firm 5 inch flower.
- IMMACULATE**—Large white with numerous spreading petals. Very fine exhibition flower on strong, stiff stems.

- JEAN HARLOW**—A bright golden yellow with semi-incurved form. Sept.
- JIM THORPE**—A fine large crimson. Early flowering. Fine for exhibition if disbudded some. A lovely variety. September.
- LEDA**—Large heliotrope pink, flowers 6 to 7 inches across if disbudded some. Beautiful rolled petals and fine strong stems.
- MARY HOBBS**—Flowers of a beautiful amber and very large. Center petals incurving and outer petals reflexing, forming a first class exhibition bloom. Tall with good stems. You will love it. Aug., Sept.
- MARYLAND DOME**—A very fine golden orange. Large flat bloom. Good grown in sprays. Fine cut flower. October.
- MEMNON**—A large flat bloom of crimson scarlet. Broad petals and good foliage.
- MERIDIAN**—A lovely salmon rose pink. Blooms 5 to 6 inches across. Petals pointed at the tips, and slightly reflexing in a beautiful formation. October.
- MRS. JOHN FINDLAY** — Bright yellow; reflex blooms of 6 inches diameter when disbudded. Medium foliage and strong grower.
- MRS. PATTIE**—An extremely early variety of terra-cotta red with gold reverse. A 6-inch bloom with broad incurving petals, when disbudded. Aug., Sept.
- MRS. SMEARDON**—An unique combination of old rose and bronze. Blooms very early. Keep old flowers picked off, and it will bloom till frost. August.
- MRS. T. GUTHRIE**—Bright chestnut red with bronze reverse. Very large and very early. September.
- NELLIE RICHARDSON** — Large shell pink with salmon suffusion in center.
- ORANGE GLOW**—Orange bronze with gold reverse. Does not need to be disbudded. Flowers on good stems and lots of them. September.
- ORANGE QUEEN**—The richest golden yellow to date. Large flower, petals broad and slightly twisted and of good substance. Sturdy stems and good foliage.
- POLLY**—Deep golden orange shaded amber. A fine fall color. Lots of flowers on good stems and foliage. Fast multiplier.
- PRIMROSE**—An immense primrose yellow with incurving petals. By all means you should have this lovely variety. Early Oct.

- RED MATIDOR**—A beautiful flaming red with slight chestnut shading. Reflexing flowers on strong stems. Very showy. September.
- ROSE PRINCESS**—Salmon Rose with a basal flush of gold. Large and very stiff stems.
- SALMON FREDA**—A lovely salmon pink. Flowers not as large as some but makes the most lovely centerpiece for the dining room table.
- SALMON PRECOSE**—Rich salmon sport from Rose Precose, exquisite color, 3 ft. Aug.
- SPITFIRE**—Orange strongly splashed yellow. A very showy variety. Good sized flowers and lots of them.
- STELLA**—Clear pink. The growth is wiry with small foliage. Very free flowering.
- SUNLIT**—Large yellow suffused bronze full center. Reflexing flowers 5 inches across. Long stems, good grower. September.
- SYBIL**—A lovely flesh pink that makes a wealth of medium sized blooms on strong stiff stems. Upright grower and good foliage. September.
- TIBSHELF GLORY**—Very early blooming bright orange with reflex flowers.
- TIGER**—An unusual flower of bright crimson when it first blooms, then changes to bronze and then bright yellow. One plant will have from crimson to yellow, with several shades of bronze in between, all in perfectly good condition, giving the plant a very unique and striking appearance. A must have.
- TOLLCROSS PINK**—Deep rose pink with silver reverse. Long broad petals.
- TOP SCORE**—Brilliant yellow, very large incurved flowers of great beauty; one of the finest of all earlies. Will be needed by exhibitors and those who require tip-top flowers. Sept., Oct.

We have a very limited supply of these Chrysanthemums
Order early so that we may reserve your selection. Wholesale Price—Rooted cuttings each 50c; 10—\$3.50; 100—\$25; Our selection 2 each 10 varieties \$5; 2 each 20 varieties \$10; 2 each 30 varieties \$15. March to June delivery. 2½ in. potted plants—Add \$5.00 per 100 to above prices.

New Late Introductions

APRICOT GLOW—A glowing apricot of cushion habit. Blooms Sept. 25th. Flowers 2½ inches on 18 inch stems. Much admired by the public.

FIREGLOW—An intense firey red. 2 inch flowers, starting to bloom in August. Plant compact. Grows 18 inches.

PINK RADIANCE—A bright glowing pink—fully double on vigorous, bushy plants. Bloom Oct. 1st. Flowers 2½ inches, grows 24 inches.

EUREKA GIANT—Large Buff Apricot on strong 30-inch stems. Ideal cut flowers and much admired.

Rooted Cuttings, 10 for \$2.50; 100 for \$15

AVALANCHE—Snow white. 4 inches across. Blooms Sept. 10. 2½ ft. height. Fine cut flower.

MRS. PIERRE S. DU PONT—A true Peach color overlaid with apricot. Fully double. Height 2 ft.

RED VELVET—opens velvety crimson, changing to even dark crimson and does not fade disagreeably as some reds. Mrs. Pierre S. Du Pont and Caliph is the Parentage.

RUBY POM POM—Ruby Crimson in color but more rich and glowing than any other Pom Pom. Blooms Oct. 1st. Grows 2½ ft. Very heavy production of flowers for cutting.

BONFIRE—A beautiful deep bronze red double. Fine cut flower. 2½ inch blooms on 28 inch stems.

LAVENDER LADY—True Lavender double flowers of large size 3 to 4 inches. This is a variety of perfect growth habit and flower form. Excellent cut flower and a favorite of the public.

LAVENDER LASSIE—A lavender pompon. Grows in sprays. Good color. 1½ inch blooms on 18 inch stems.

MANDALAY—A beautiful golden bronze ball type pompom. Grows 24 inches, blooms Oct. 1st.

REMBRANDT—A remarkable blending of rose, mauve, copper tinting and ripe strawberry. Fine button pompom. Good Cut. Upright, sturdy 24 inch stems. Blooms Oct. 1st.

Rooted Cuttings, 10 for \$1.50; 100 for \$10

THE CUSHION CHRYSANTHEMUMS

AZALEA FLOWERED TYPE

Dwarf-spreading completely covered with hundreds of blooms. Cushion mums have swept the nation as no other type of Chrysanthemum since its introduction.

Blooms from August until late in November

NEW RED - YELLOW - BRONZE - PINK - WHITE

Rooted Cuttings \$6.00 per 100

See Our New Purple Cushion In Our 1945 Introductions

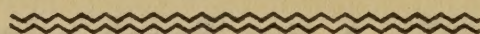
THE SPOON FAMILY

A new group with unusual petal formation. Petals threadlike with spoon shaped tips.

White, yellow, golden, pink. R.C. \$9 per 100; \$1.50 per 10.

We have developed some new colors in this class.

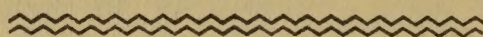
Our new Bronze, improved Rose; Improved light pink; orange; and red. R.C. \$18 per 100; \$2.50 per 10.



Hardy chrysanthemums are the best fall flowers. They bloom when other flowers are through. These new varieties come in a wide range of colors that will delight and amaze you. They will extend the season—giving you cut flowers long after all other flowers are gone—and with little care provide you with flowers for years to come. No other hardy flowers require less care for so much satisfaction.

All of our varieties have been hardy with us, being tested in the open field in temperatures that have reached 10 below zero. However, some loose covering like straw or corn stalks might help in very severe winters if put on after ground is well frozen in the early winter.

Hardy chrysanthemums should be divided each year into single plants and set 2 ft. apart in rows and the tops pinched out and keep pinching new growths into symmetrical plants until July 1st. This will make large bushy plants that will stand erect without staking. Well rotted manure worked in the soil is fine, but lacking this a complete fertilizer used according to manufacturers' instructions will answer almost as well.



WARRANTY—We give no guarantee, expressed or implied, as to the color, hardiness or description of any plants, seeds or other matter we sell and shall not be liable for the crop or productiveness thereof. Any claims of any kind shall be made within 5 days upon receipt of goods. We shall have the right in all cases to determine amount of loss and in no case shall it be more than original amount paid by the customer for plants or other material.

ROSEBUD FLORAL CO.

Here is a list of the best of the newest introductions and other outstanding varieties at a price that will enable you to enjoy a wealth of color rarely seen in flowers blooming at one time. They will supply you with cut flowers all during late summer and early fall. They are listed below alphabetically, giving color — average size of bloom—height—type—date of maturity.

NAME	COLOR	AVERAGE SIZE OF BLOOM	HEIGHT	TYPE	MATURES	REMARKS
Algonquin.....	Golden Yellow.....	2½ in....	1½ ft...	Double.....	Sept. 15...	Good cut flower
Argentuillais.....	Bright Red, Yellow Tips.....	2½ in....	2½ ft...	Double.....	Oct. 5.....	Fine cut flower
Autumn Lights.....	Bright Orange Red.....	2 in....	1½ ft...	Semi-Double.....	Oct. 1.....	Outstanding show and pot plant
Burgundy.....	Wine Red.....	2½ in....	2½ ft...	Large Double.....	Oct. 5.....	Excellent cut flower
Caliph.....	Bright Red.....	2½ in....	2½ ft...	Double.....	Oct. 5.....	Color outstanding
Cydonia.....	Mahogany Red.....	2 in....	2½ ft...	Double.....	Oct. 10...	Fine cut flower; very showy
Dahlia Mum	Deep Red	2½ in....	2 ft...	Cactus	Sept. 10...	Early and showy sells good
Early Bronze.....	Yellow Bronze.....	1 in....	1½ ft...	Dou. Button.....	Sept. 15...	Early
Early Wonder	Light Pink	1½ in....	2¼ ft...	Ball Button	Sept. 15...	Florists cut flower variety very productive
Goblin.....	Golden Bronze.....	1½ in....	2½ ft...	Button.....	Oct. 15...	Flowers frost resistant. Excellent for cutting.
Golden Charm.....	Golden Yellow.....	2 in....	2½ ft...	Lge. Button.....	Sept. 15...	Large trusses on heavy stems
Irene.....	White Button.....	1½ in....	2½ ft...	Button.....	Oct. 15...	Best white button for cutting
Jean Treadway.....	Soft Pink, Red Center.....	2½ in....	1½ ft...	Double.....	Oct. 1.....	Unusual color
Judith Anderson	Golden Yellow	¾ in....	1¾ ft...	Small Button	Oct. 15...	Fine cut flower
King Midas.....	Soft Yellow.....	4 in....	2½ ft...	Large Double...	Sept. 25...	The best large yellow
Little Bob.....	Mahogany Red.....	1 in....	1 ft...	Double Button ..	Oct. 1 ...	One of the finest dwarf button varieties
Moor.....	Amaranth Purple.....	3 in....	2½ ft...	Full Double.....	Oct. 1.....	Good cut flower
Muldoon.....	Wine Red.....	2½ in....	2½ ft...	Double.....	Oct. 5.....	Erect growth fine cut
Pale Moon.....	Soft Cream Yellow.....	2½ in....	2½ ft...	Double.....	Oct. 5.....	The best soft yellow
Pohatcong.....	Lavender Streaked.....	2½ in....	1½ ft...	Double.....	Sept. 20...	Unusual government variety, color varies
Pigmy Gold.....	Deep Rose Pink	1 in....	1¼ ft...	Button.....	Sept. 15...	Dwarf spreading button type, very early
Rapture	Red Gold Pink	3 in....	2½ ft...	Double	Oct. 1.....	Prefered by many as most outstanding color
Rose Glow.....	Old Rose.....	1½ in....	2 ft...	Nearly Double...	Sept. 25...	Unusual color. Abundance of blooms for cutting
Santa Claus	Brick Red	2 in....	1½ ft...	Cushion	Sept	New cushion
Sept. Bronze	Golden Bronze	1½ in....	1¾ ft...	Button	Sept. 25...	Beautiful shade of Bronze
Sept. Cloud	Cream White	1½ in....	1¾ ft...	Ball Button	Sept. 25...	Spreading cushion habit
Sept. Gold	Golden Yellow	1½ in....	1¾ ft...	Button	Sept. 25...	Spreading cushion habit
Sept. Gem	Golden Yellow Button.....	1 in....	2 ft...	Button.....	Oct. 15...	Tiny yellow button
Silver Tips.....	Rose Red,..... Petals Tips Silver	3 in....	2 ft...	Double.....	Oct. 1.....	Unusual color
Sunny Boy	Yellow.....	1 in....	1½ ft...	Dou. Button.....	Sept. 15...	Same as early bronze except color
Tasiva	Large White	3 in....	1½ ft...	Double	Oct. 5 ...	A good white for cutting
Yellow Irene	Yellow	1½ in....	2½ ft...	Ball Button	Oct. 10...	Good cut flower
Vivid	Rose Red	2½ in....	2 ft...	Double	Sept. 25 ..	A very good deep rose
White Gull	Pure White Button.....	1 in....	1 ft...	Dou. Button.....	Sept. 15...	Cushion type button

Rooted Cuttings \$6.00 per 100; 10 for \$1.00; 25 at 100 rate

PRIDE OF COLUMBUS

CITY FLOWER SHOW



This picture shows part of our display at the Columbus Flower Show. These are our own introductions and was the outstanding feature of the show.